TAMBA SAMBA

LEAD UX DESIGNER

www.tambasamba.design

tsamba@alumni.nd.edu

317·601·6352

EDUCATION

May 2010

University of Notre Dame *South Bend, IN*

Bachelor of Arts Industrial Design, CAPP

EXPERIENCE

April 2021 - Present

Salesforce *Indianapolis, IN*

Lead User Experience Designer

UX Design Lead Salesforce specializing in Service Cloud with a focus on agent experiences and setup/enablement.

• Design lead for Salesforce's service agent console, which enables seamless customer conversations across multiple communication channels
• Spearheaded the contact center (CCaaS) modularity initiative, allowing customers to integrate their preferred digital channels
• Established the Salesforce Setup Design Council to streamline and standardize the setup experience for product enablers
• Led the design for the Einstein Bot Intent Training Tool, used to improve Ai models by identifying and removing ambiguous intents.
• Drove the design and development efforts for the Salesforce Einstein bot builder

February 2021 - April 2021

DeliverEnd *Indianapolis, IN*

Head of Design

Established and led the Design practice at DeliverEnd, overseeing both Marketing and UX design initiatives.

• Implemented a B2B courier portal that provided delivery companies with alternate loads to deliver on demand
• Created company marketing and UX design guidelines

August 2018 - February 2021

Angie's List *Indianapolis, IN*

Principal User Experience Designer

Led UI/UX design team at ANGI Home Services, establishing a new design system and contributing to the rebrand to Angi.

• Established the design organization's workflows, overseeing all phases of the design process
• Collaborated with executive leadership to define design goals and requirements, assigned designers to projects that fit their skills

- Led a product wide effort to standardize components through the creation of the "Cornerstone" design system
- Establishing design processes and workflows for the team
- Played a pivotal role in the rebranding of Angie's List to Angi

May 2016 - August 2018

Aprimo *Indianapolis, IN*
Sr. User Experience Designer

Collaborated with the Product team in an Agile/Scrum workflow to create visually-compelling and highly-usable designs for our SaaS marketing operations product used by Fortune 500 companies.

- Helped modernize Aprimo's visual language after rebranding from Teradata
- Led the design of Aprimo's modular agent dashboard and Improvements to the product's global navigation IA
- Developed high-fidelity, interactive HTML prototypes leveraged by executive teams to demonstrate product functionality and secure strategic partnerships

March 2013 - May 2016

Angie's List *Indianapolis, IN*
User Experience Designer (Pro App Mobile Lead)

Leveraged standards and best practices for iOS and Android interaction patterns to design features for all AL mobile apps

- Designer on the first ever Angie's List Pro mobile app launched on both iOS and Android platforms
- Successfully managed multiple projects simultaneously (both desktop and mobile), adapting to changing priorities while consistently meeting deadlines with a high level of accountability

June 2011 - March 2013

Pacers Sports & Entertainment *Indianapolis, IN*
Pacer.com/Feverbasketball.com Web Coordinator

Responsible for daily maintenance and content planning for Pacers.com and FeverBasketball.com

- Responsible for comprehensive Pacers and Fever game-day coverage with a team of interns I hired and managed
- Designed and coded numerous micro-sites and landing pages using Drupal
- Developed new digital strategies to sell tickets, drive website traffic, and grow the Pacers and Fever databases

ACTIVITIES & HONORS

2006-2010

Notre Dame Men's Soccer *South Bend, IN*

Student - Athlete

Played four years of Division I Soccer for the Fighting Irish
Three-time Notre Dame Monogram Club letter winner
Balanced both academic and athletic commitments earning 2007
Big-East Academic All-Star honors

• Big-East Regular Season Champions 2006,2008

• Big-East Tournament Runner-up 2007, 2009

• NCAA Appearances 2006,2007,2008,2009

• NCAA Elite-8 2006, 2007

May 2023 - Present

Next Academy Inc. *Indianapolis, IN*

Nonprofit Founder | Executive Director | Coach

Next Academy is a nonprofit organization that I created based in
Indianapolis. We have a goal to give kids access to affordable
sports and educational programs without having the leave their
community.

• Next 11 Academy the flagship program is focused on creating
opportunities to play travel soccer while challenging the standard
pay-for-play model and lack of access to programs

CORE COMPETENCIES

User Research & Analysis	Analytical Thinking
User Journey Mapping	Sketch, Adobe XD, Figma, InVision
Wireframing & Prototyping	HTML, CSS, and Basic JavaScript
Usability Testing	Design System Development
Interaction Design	Competitive Analysis
Visual Design	Prototyping Tools Mastery
Information Architecture	Leadership and Team Management
Responsive Web Design	Stakeholder Communication
Accessibility Standards	Continuous Learning and Adaptation
Design Thinking	Time Management and Prioritization
Agile and Scrum Methodologies	Problem-Solving Skills